PLUS
MARKETING
Will PPV
sports work?

- **HBO's Cox to Time Inc. corporate in honcho shuffle**
- **ATC, HBO challenge franch process in Frisco filing**
- **Turner back in black; Storer registers loss**
- **Support your ops, programmers' confab urged**

CableVision™

The news and features weekly of the cable television industry August 6, 1984

Marketing sports on cable

G.A.I.V20814OAR452
ADRIAN GARNER
CONGRESSIONAL INFO SERVICE
4340 EAST-WEST HIGHWAY
BETHESDA MD 20814
520 1/1

CableVision

This Week in Cable, pages 14-20 August 6, 1984, Volume 9, Number 49

ATC, HBO BACK FRANCH CASE

ATC and HBO have filed an amicus brief in Federal Court supporting a case that could have far-reaching implications for the franchising process.

STORER REPORTS QUARTERLY LOSS

Storer Communications posts a $1.1 million operating loss in its latest quarter, despite an uptick in earnings. Storer joined with Heritage, Centel, Capital Cities, and other MSOs that released quarterly figures last week.

HBO EXEC MOVES TO NEW POST

Tony Cox, president of HBO's Network Group, moves out of Time Inc.'s video group to work with Gerald Levin, former video group vice president, as vice president for corporate planning. Cox's move triggered yet another reorganization at HBO Inc.

MSO REPS PLAY UP W-A SALE

Representatives from Tele-Communications Inc. and Warner Amex appeared before Pittsburgh residents last week in an effort to win support for the proposed sale of the financially ailing system to Denver-based TCI.

Sports special

pages 23-41

PLUS

Marketing sports on cable

The wide world of sports and the versatility of cable television have always been compatible, but with the launch of five new regional sports networks this spring and the Supreme Court's recent decision regarding NCAA programming contracts, the relationship between sports and cable has taken on a whole new intensity.

In this week's special PLUS section, Simon Applebaum reviews the five new regional sports networks, Cecilia Capuzzi explores the advertising possibilities for sports programming, and Eric Taub delves into the pros and cons of pay-per-view programming. Also, profiles of veteran Madison Square Garden Network and newcomer College Sports Network.

What's in the sections

PROGRAMMING 22

Robert DiMatteo reviews *The Animals Film*, a hard-hitting nature documentary coming up on Bravo.

BUSINESS 42

Reese Schonfeld, former president of Turner Broadcasting's Cable News Network, joins Cablevision Systems Development Inc. to develop new genres of news and informational programming—with his first goal the establishment of a nightly news operation at the MSO's Long Island, N.Y., system.

Departments

NEWSWIRE 11
CABLESCOPE 13
LEADING THE WEEK 14
STOCK MARKET 43
TECHNOLOGY 45
CLASSIFIEDS 46
ADVERTISERS' INDEX 49
REGIONAL REPORT 50
CABLE STATS 54
PARTING WORDS 58

About the cover

Marketing is still the game to play in the sports programming arena as artist Edward Clay Wright Jr.'s figures illustrate in this montage.

CableVision

Michael B. McCready, Publisher
Victor Livingston, Editor-in-Chief (New York)
Catherine Simpson, Production Editor (Denver)
Brad Hamilton, Art Director

EDITORIAL:
New York—Cecilia Capuzzi, Sally Russell, Associate Editors; Simon Applebaum, Manager, Editorial Services; Robert DiMatteo, Reviewer; Fred Dawson, Senior Editor.
Denver—Victoria Gits, Senior Editor; Loren Finkelstein, Associate Production Editor; Gary Kim, Constance Warren, Associate Editors; Lisa Snyder, Teresa Jemming, Lori Martin-Schneider, Editorial Assistants.
Washington, D.C.—Paul McCloskey, Senior Correspondent.
Los Angeles—Eric Taub, Bureau Chief.

PRODUCTION:
Kathy Berlin, Production Director; Diane Krensky, Earl V. DeWald, Artists; Nancy Laverty, Lynda Bickel, Typesetters.

ADVERTISING:
Denver—Donna Briggs, National Sales Manager; Cathy Wilson, Senior Account Executive; Marcia Larson, Account Executive; Suzanne Sparrow, Classified Sales Manager; Pam Berke, Marketing Coordinator Customer Service; Cathryn Jackson-Jones, Circulation Manager; K. Kelly Banwell, Traffic Manager.

OFFICES:
Denver—600 Grant St., Suite 600, Denver, Colo. 80203 -or-P.O. Box 5208-TA, Denver, Colo. 80217. (303) 860-0111.
New York—101 Park Ave., Suite 401, New York, N.Y. 10178. (212) 661-7410.
Los Angeles:—101 North Robertson Blvd., Suite 206, Beverly Hills, Calif. 90211. (213) 659-3965.
Washington—1701 K St., NW, Suite 505, Washington, D.C. 20006. (202) 835-0900.

Titsch Communications Inc.

Thomas J. Corcoran, President Chief Executive Officer
Michael B. McCready, Vice President
David Carlton, Senior Financial Executive

® Titsch Communications, Inc., 1984. All rights reserved.

CableVision (USPS 100-430) (ISSN 0361-8374) is published weekly by Titsch Communications, Inc., 600 Grant Street, Suite 600, Denver, Colorado 80203 -or- P.O. Box 5208-TA, Denver, CO 80217. August 6, 1984, Volume 9, Number 49. Subscription price: 1 year, $64.00; 2 years, $115.00; 3 years, $154.00. Outside USA: 1 yr -$124, 2 yrs -$205, 3 yrs -$274. PREPAYMENT IN U.S. FUNDS ONLY! Second-class postage paid at Denver, Colorado. POSTMASTER: Please send address changes to *CableVision*, P.O. Box 5208-TA, Denver, Colorado, 80217.

BPA

Marketing regional sports networks

Courting the sports fan in his own hometown is the name of the game for the industry's newest sports network players.

By Simon Applebaum

Just two years ago, the cable industry came out of a growth phase known in some quarters as "launch mania," a time when five national cable services—The Weather Channel, The Entertainment Channel, Cable Health Network, Satellite News Channel, and EROS—debuted within a two-month period. Of the fivesome premiering between May 1 and June 30, 1982, The Weather Channel has survived to this summer in its original format, while Cable Health Network has merged into Lifetime. The rest have died.

At the moment, it's too early to predict the fate of another group of industry players that turned on for the first time this spring. They are the five newest additions to the growing number of regional pay sports services in business across the country. Unlike the May-June '82 start-ups, these channels inaugurated service within a shorter time span and did it in a more subdued atmosphere—no bombastic opening ceremonies or launch parties, no massive first-week advertising blitz.

This group of industry freshmen: Sports Time, the Midwest network organized by Anheuser-Busch, Tele-Communications Inc, and Multimedia; Sportsvue Cable Network, based in Milwaukee and run by the owners of the Brewers baseball and Bucks pro basketball teams; New England Sports Network, the joint venture among Storer Communications' New Boston Television subsidiary, the Boston Red Sox, and Boston Bruins; Home Team Sports, Group W Satellite Communications' pay channel covering the Baltimore-Washington, D.C., region; and Pro Am Sports System, an independently owned venture located in Detroit and extending to systems throughout Michigan and northern Ohio.

All five services premiered during the first three weeks of April and, thus far, have garnered 103,500 subscribers as a result of their collective marketing efforts over the last three months. Sports Time has about 40,000 customers, drawn from a 15-state region stretching from Ohio to Colorado. Home Team Sports and Pro Am Sports System have about 20,000 subscribers apiece, with Sportsvue slightly behind with 18,500 subscribers.

New England Sports Network brings up the rear with some 5,000 subscribers. The company's vice president and general manager, Peter Affe, attributes the figure to a late marketing start. "The progress is a little slower than anticipated," he says. "We started the venture last October, built this in six months, and only went to market after all our other elements were in place."

Those elements, including satellite delivery of its signal over Satcom I-R, were in place by NESN's April 4 launch. But some technical problems led the service to postpone its premiere on two earlier occasions this year, further delaying the marketing campaign.

"In order to be credible with the marketplace, we had to prove to them that we had a product and that we would launch," Affe explains.

If there's one thing that unifies this group of regional networks, it's that all of them must market their product without benefit of a key urban market. Sportsvue is without a cabled Milwaukee, PASS can't approach Detroit, and Home Team Sports is impacted by a double whammy—no cable in Baltimore or Washington. Even Sports Time has an urban metropolis without wired households—its headquarter city of St. Louis.

The lack of urban markets has affected the marketing strategy of several networks in the group. In Home Team Sports' case, it impedes an attempt at a full-scale media campaign that would hit all of its environs simultaneously. So from the start, the network has built its strategy on a direct marketing approach tailored to individual communities.

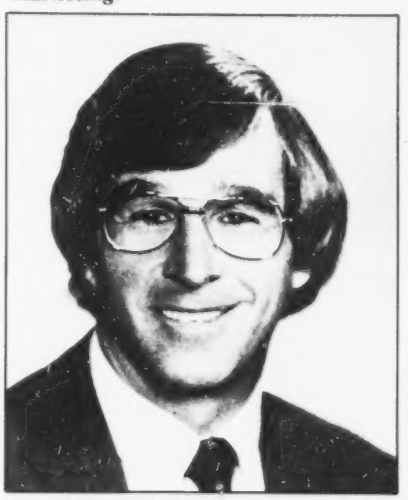
"To take ads out in major newspapers would be a waste of money," acknowledges Jeffrey Wagner, HTS' marketing director. "We can't be broad-based, because the area isn't totally cabled yet. Instead of saying 'Hey, world, we're here' in *The Washington Post* or *Baltimore Sun*, we just use the media in more customized ways."

The ways Wagner uses most often are bill-stuffers, free system previews, direct-mail pamphlets, and cable guide announcements. In the 12 systems in which HTS runs, including Caltec Cablevision's Baltimore County, Md., franchise, the network has an average 10 percent basic penetration rate, officials maintain.

Bill Wischman, general manager of PASS, is convinced that systems should have most of the responsibility for marketing a regional sports service. Much of his company's efforts are going into training techniques aimed at stimulating the interest of customer service reps and door-to-door salespeople.

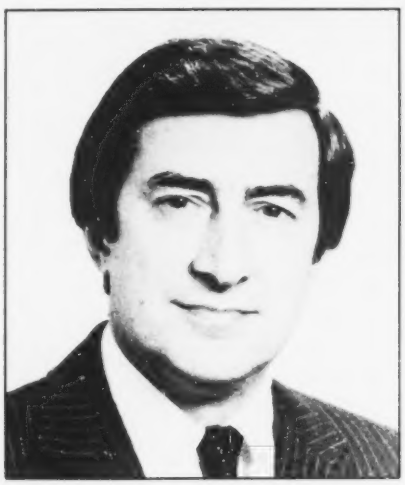
"We're going in as a marketing consultant, and we provide them with whatever material and training they need," Wischman says. "You have to tailor the marketing approach to each system—there are general rules, but you find a lot of variances in the ways operators work and in their audience demographics. Some of them need more expertise than others."

Tim Browne, Sports Time: "What the Supreme Court's recent (NCAA) decision does is provide a tremendous opportunity for late September marketing."



Joe O'Neill, Sportsvue: "The operator has to take a more active role in marketing. . . ."

Peter Affe, NESN: "In order to be credible with the marketplace, we had to prove to them that we had a product and that we would launch."



Bill Wischman, PASS: "You have to tailor the marketing approach to each system . . ."

PASS has kept media advertising down to a minimum, turning instead to public relations events involving the Detroit Tigers baseball team and to telemarketing as key marketing approaches. With the red-hot Tigers club running 80 of its games on PASS this year, the service has been able to organize cable operator tours of the team's stadium and has done some merhandise giveaways. One of the team's famous former pitchers, Mark "The Bird" Fidrych, makes regular appearances at system launches, dishing out hats and autographed baseballs.

With PASS's average basic penetration rate standing at 15 percent, network officials are looking to telemarketing drives to provide some lift. Using an independent service, PASS conducted a telemarketing campaign several weeks ago at a Detroit suburban system. PASS netted about 6,000 new subscribers from the system and is setting up a fall round of telemarketing marathons.

Covering all of 11 states and parts of four others, Sports Time has about 100 systems picking up its network; its major-market tier of affiliates includes Warner Amex in Cincinnati, Cox Cable in Omaha and Oklahoma City, and Heritage Communications' Des Moines franchise. Its marketing approach combines region-wide media blitzes and system-specific procedures advocated by PASS and Home Team Sports. "The overall umbrella," says Tim Browne, director of sales and marketing, "is that we are mid-America's sports network."

The region-wide drives take the form of extensive television, radio, and newspaper ad campaigns. In key markets, the campaigns are supplemented by frequent radio and TV spots that accent a certain sports team or organization. For example, cable subscribers in Cincinnati and surrounding areas are the target of Sports Time TV commercials with dates and times of upcoming Cincinnati Reds games. The specific team or game approach also is used in bill-stuffers, guide listings, and outdoor billboards.

Through its association with the Reds and Kansas City Royals, Sports Time makes almost daily use of radio networks that carry games of each team. At the Reds' and Royals' home stadiums, along with the St. Louis Cardinals' ballpark, the network has held poster nights and other merchandise giveaways.

San Diego has its Chicken, Philadelphia its Philly Fanatic—and Sports Time has its own mascot: Stanley Sports Time. Introduced in the network's first round of TV commercials three months ago, Stanley functions as an ongoing marketing tool, promoting awareness to the general public.

Ten members of the service's marketing staff direct Stanley Sports Time appearances at system launches, local golf tournaments, charity benefits, and other community service functions throughout its region. Two actors portray Stanley on a regular basis, which allows for flexibility in scheduling. Stanley also regularly shows up at Reds, Cardinals, and Royals games.

Sports Time has endured some rough spots during its first months. While achieving basic penetration rates from 12-14 percent in urban systems, Browne discovered that some suburban and many outlying franchises did lower-than-expected subscriber business with the network, with penetration rates of less than 10 percent. As an impetus to them, the service lowered its wholesale price range, giving systems that had sold Sports Time at $9 or $12 a month to subscribers the privilege of cutting the fee down to $6 and $9 a month. Browne will know by the end of the summer if the strategy paid off.

"The penetrations in the outlying areas weren't as strong as we wanted, so we quickly attacked the issue," Browne says. "One problem is that subscribers in those areas are looking forward more to college football and basketball games than they are to baseball, so when those seasons come, our penetration should improve."

Over at Sportsvue, service executives are feeling the impact of not having Milwaukee cabled.

"It's a serious situation for two reasons," says company President Joe O'Neill. "The city has the largest concentration of sports fans in our region. Secondly, we get better penetration as we get closer to Milwaukee. The average system penetration for us is 7.5 percent, but some Milwaukee suburbs run as high as 13 percent penetration."

Nevertheless, O'Neill is content with his service's marketing progress thus far. Cable subscribers in 55

Regional pay sports services premiering spring 1984—stats to date

Network	Launch date	Systems	Subscribers	Operating states	Projected systems/ date	Projected subscribers/ date
Home Team Sports	4/4	12	20,000	Maryland Virginia Delaware W. Virginia N. Carolina Pennsylvania	N.A.	N.A.
New England Sports Network	4/4	12	5,000	Massachusetts Connecticut Maine Vermont New Hampshire	20-35 March 1985	25,000 March 1985
Pro Am Sports System	4/17	40	20,000	Michigan Ohio	N.A.	65,000-70,000 April 1985
Sports Time	4/3	100	40,000	Ohio Iowa Arkansas Oklahoma Nebraska Missouri Kentucky Tennessee Indiana Louisiana Illinois W. Virginia N. Carolina Mississippi Kansas	150 Dec. 1984	100,000 Dec. 1984
Sportsvue Cable Network	4/3	55*	18,500	Wisconsin	70-75* April 1985	45,000-55,000 April 1985

N.A.—not available
*—communities served; system count not available

communities can buy Sportsvue; two major MSOs with large chunks of the state's wired population, ATC and Jones Intercable, have contracted with the network. The only beef O'Neill expresses is that in some areas operators could display a more aggressive approach with their salespeople in marketing Sportsvue.

"The operator has to take a more active role in marketing us," O'Neill continues. "We do very well penetration-wise when they fit us into a program they're operating, or when we turn on at times when they're actively marketing pay services."

Somewhat ironically, Sportsvue takes a low-key approach to marketing. Although its connection with the Brewers and Bucks teams gives it every right to stage stadium events and merchandise tie-ins, O'Neill has avoided such gimmicks in favor of ongoing system-specific newspaper ads, direct mail, and door-to-door brochures. The network also spent more than $500,000 on a statewide broadcast TV ad campaign that started launch week and will continue through the end of summer.

By that time, the service plans free previews and telemarketing. But O'Neill plans to move cautiously. His reserved nature stems from an experience earlier this spring. "Jones Intercable did a free preview in Green Bay and Madison, and it was well-received. But one problem you have in getting a pay service started is that each operator is at a different technical stage of development. Some systems can't physically get the job of putting people on a new pay service (done) as fast as others. That's what happened in Madison—we generated a lot of interest, but we couldn't get people on the service as fast as planned."

For New England Sports Network, its key market of Boston is cabled to a good degree; but the city franchise of Cablevision Systems Corp. already has a pay sports network in place. Sportschannel New England, owned by the system's parent MSO and The Washington Post Co., has been available to subscribers for the last two years. NESN faces a head-to-head contest with Sportschannel New England—not only in Boston, but in systems in New Hampshire, Rhode Island, Maine, Vermont, and elsewhere in Massachusetts that access both services.

"We're probably the only city in the U.S. that has competing (pay) sports channels, and (our competitor) is operated by the franchise holder in our home town," Affe laments. "It's a unique situation. Having a competitor is a benefit in some ways, because two sets of marketing people are out there selling sports on pay cable. Luckily, we've got enough of a market to split up."

Still, Affe knows that to become profitable, NESN must reach Boston subscribers. When Cablevision Systems will make a channel available to NESN is anyone's guess—including Affe's. "We haven't concluded a deal, and I don't know how likely it is that we will conclude a deal until the end of the baseball season," he says.

Until then, NESN is urging operators to consider "an electronic merger"—carrying both services on the same channel. It's feasible, Affe says, because due to sporting events scheduling, usually only one network cablecasts on a given night.

Going into August, NESN had 12 affiliates, including Colony Communications' Fall River and New Bedford, Mass., systems. Greater Media, Storer, and Adams-Russell also have committed systems to NESN. Despite the late marketing start, the network is getting a 10 percent basic penetration rate on average with its affiliates, officials say. Affe expects that rate to increase once NESN emerges from a schedule of mostly Boston Red Sox baseball to a lineup of boxing, wrestling, college activities, and later this year, Boston Bruins hockey.

"We have the benefit," Affe says, "of a two-season start-up."

The people in charge of marketing these five relative rookies to the regional pay service business maintain that the fall sports season will breathe new life into their campaigns.

Live college football fuels that faith in the fall.

"What the Supreme Court's recent (NCAA) decision does is provide a tremendous opportunity for late September marketing," says Browne. "You lure the sports fan who didn't buy during the summer and retain current subscribers on board."■

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom) — **Transponder**

AP News Cable 6
ARTS and Entertainment 1
Bonneville's Easy Listening (audio) 3
C-SPAN 19
Cable Jazz Network (audio service) 8
CBN Cable Network 8
Cable News Network 14
CNN Headline News 15
Cinemax (East) 20
(West) 23
Dow Jones Cable News (text)
(Southern Satellite Systems) 6
EPG (United Video/text) 3
ESPN 7
Eternal Word 18
Financial News Network 4
Genesis Storytime 8
HBO (East) 24
(West) 13
HTN 16
Keyfax (text) 6
The Learning Channel 16
Lifestyle (United Video/audio service) 3
Lifetime 17
Love Sounds (audio service) 8
Moody Broadcasting Network (United Video/audio service) 3
The Movie Channel (East) 5
MSN—The Information Channel 22
MTV 11
Nice and Easy (audio service) 8
Nickelodeon 1
PTL 2
Reuters News View (text) 6
(SSS) 6
Satellite Radio Network (audio service) 2
SCAN (audio service) 6
Showtime (East) 12
(West) 10
Sports Time Cable Network 4
UPI Cable News (text) 6
UPI Customized Cable News (text) 6
USA Cable Network 9
(during blackout) 22
Video Concert Hall 16
The Weather Channel 21
WFMT (United Video/audio service) 3
WGN (United Video) 3
WTBS (SSS) 6

Satcom IV (RCA Americom) — **Transponder**

American Movie Classics 10
Biznet (Viacom) 15
Bravo (ESPN) 2
Satellite Jazz Network, KKGO-FM 17
National Christian Network 7
Playboy (evenings) 12
Santa Fe Communications 23
SCAN 3
SPN 3
SportsVision 9
Trinity Broadcasting Network 17
WPIX 19

Westar IV (Western Union) — **Transponder**

AmSat 5D
AmSat/Digital Traffic 6X, 7D
Bonneville Satellite 3D, 12X
Cable News Network News Feeds 8X
Hughes Television Network 1X, 2X, 7X
Wold Communications 6D, 9X, 10D

Westar V (Western Union) — **Transponder**

American Christian Television Systems 2X
ARTS and Entertainment 12D
The Disney Channel (Wold Communications) 5X, 6X
Meadows Racing Network 11X
Nashville Network (Group W) 9D
National Jewish Television 12X
Pro Am Sports System 7X
SelecTV (Wold Communications) 3D
Sportsvue 4X
University Network 1X

Comstar D-4 (AT&T/GTE) — **Transponder**

Country Music Television 9H
ESPN 7V
ON TV 5V, 6V
The Silent Network 9H

Galaxy I (Hughes) — **Transponder**

BET 17
CNN 7
CNN Headline News 8
C-SPAN 13
The Disney Channel 4, 24
GalaVision (SIN) 20
HBO 23
Home Team Sports 12
The Movie Channel 14
Nashville Network 2
SIN 6
Turner Broadcasting 7,18
WOR-TV 15

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: Titsch Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,798,000	(3/84)
2	American Television and Communications Corp	2,400,000	(5/84)
3	Group W Cable	2,011,000	(6/84)
4	Cox Cable Communications Inc	1,505,278	(6/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications Inc	1,382,983	(6/84)
7	Times Mirror Cable TV Inc	981,304	(6/84)
8	Continental Cablevision	884,000	(6/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television Corp	663,000	(5/84)
12	Sammons Communications Inc	594,000	(5/84)
13	Rogers Cablesystems Inc	539,848	(5/84)
14	Cablevision Systems Development Co	521,000	(6/30)
15	Comcast Cable Communications	461,649	(6/30)
16	Telecable Corp	411,606	(6/30)
17	Heritage Communications Inc	406,365	(6/30)
18	Jones Intercable Inc	392,523	(6/30)
19	Capital Cities Cable Inc	356,670	(6/30)
20	UA Cablesystems Corp	346,000	(6/84)
21	General Electric Cablevision	325,000	(6/30)
22	Wometco Cable TV Inc	292,732	(6/84)
23	Tele-Media	277,450	(12/83)
24	Century Communications Corp	275,000	(4/84)
25	Prime Cable Corp	272,788	(6/84)
26	Daniels & Associates Inc	260,678	(6/84)
27	Multimedia Cablevision Inc	249,187	(6/84)
28	Centel Cable Television Co	245,864	(6/84)
29	TCA Group	244,000	(6/84)
30	MacLean Hunter Cable TV Ltd	234,275	(6/84)
31	American Cablesystems Corp	199,934	(6/84)
32	Scripps-Howard	196,743	(6/84)
33	Service Electric Cable TV Inc	189,500	(4/84)
34	Colony Communications Inc	187,000	(6/84)
35	Adelphia Communications	185,474	(6/84)
36	Cable Vision Industries	183,201	(6/84)
37	Rollins Inc	175,916	(6/84)
38	Communications Service Inc	175,000	(9/83)
39	TeleScripps Cable	174,790	(3/84)
40	Cablentertainment Inc	170,815	(6/84)
41	Tribune Cable Communications	167,220	(6/84)
42	Western Communications	147,952	(6/84)
43	Harte Hanks Communications	146,762	(6/84)
44	McDonald Group	139,585	(6/83)
45	Adams-Russell Communications	129,799	(6/84)
46	Harron Communications Corp	128,586	(6/84)
47	Midcontinent Cable Systems Co	126,881	(6/84)
48	McCaw Communications	120,093	(6/84)
49	Midwest Video Corp	118,102	(9/83)
50	Sutton Capital Group	117,204	(6/84)
51	Buckeye Cablevision	116,498	(6/84)
52	Televents Inc	108,459	(6/84)
53	Falcon Communications	108,161	(4/84)
54	Armstrong Utilities	105,867	(6/84)
55	Harris Cable Corp	105,719	(6/84)
56	Communications Systems Inc	94,655	(4/84)
57	Lenfest Group	90,278	(6/84)
58	Summit Communications	89,328	(6/84)
59	Greater Media	88,120	(6/84)
60	Multi-Channel TV Cable Co	87,755	(4/84)
61	US Cable Corp	85,500	(6/84)
62	McClatchy Newspapers	82,733	(6/84)
63	King Videocable Co	80,660	(6/84)
64	National Telecommunications Corp	76,450	(3/84)
65	WEHCO Video Inc	73,750	(5/84)
66	Perry Cable TV Corp	73,276	(6/84)
67	Acton Corp	72,820	(6/84)
68	Ultracom Inc	70,747	(6/84)
69	The Essex Group	70,364	(5/84)
70	Palmer Communications	70,218	(6/84)
71	Omega Communications	68,000	(4/84)
72	Susquehanna Broadcasting	67,433	(6/84)
73	Cable Management Associates Inc	64,200	(6/84)
74	Sonic Cable TV	64,022	(6/84)
75	Pencor Services Inc	63,450	(5/84)
76	Booth Communications Co	62,569	(6/84)
77	Wabash Cablevision	61,024	(6/84)
78	Marsh Media	56,107	(6/84)
79	Omni Cable TV Corp	55,667	(6/84)
80	Selkirk Communications	53,588	(6/84)
81	The Daily Press	52,000	(6/84)
82	United Video Management	47,333	(5/84)
83	Simmons Communications	46,889	(6/84)
84	Matrix Enterprises	43,743	(5/84)
85	Helicon Corp	42,800	(6/84)
86	Chambers Communications Corp	41,063	(6/84)
87	Donrey Cablevision	40,523	(5/84)
88	Whitney Communications Corp	40,450	(6/84)
89	Joseph Gans	39,927	(4/84)
90	Combined Cable Corp	39,435	(6/84)
91	National Cablesystems Inc	38,212	(4/84)
92	Marcus Communications	37,474	(6/84)
93	New England Cablevision Inc	36,426	(6/84)
94	Masada Corp	36,350	(5/84)
95	Multivision Group	34,182	(6/84)
96	Cable Holdings Inc	33,711	(6/84)
97	First Carolina Communications Inc	32,218	(6/84)
98	Wisconsin Cablevision and Radio Co Inc	32,088	(5/84)
99	Cencom Cable Associates Inc	31,413	(6/84)
100	Southern Cablevision	30,000	(4/83)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	243,873	(6/84)
2	Woodbury (Long Island), NY	Cablevision Systems	231,000	(6/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,500	(6/84)
5	San Antonio, TX	Rogers Cablesystems	183,780	(5/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	163,026	(6/84)
8	Wayne, NJ	UA Cablesystems	130,500	(6/84)
9	Cincinnati area, OH	Warner Amex	129,700	(6/84)
10	Tulsa, OK	United Cable	115,787	(6/84)
11	Audubon, NJ	NYT Cable	114,623	(5/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Baltimore County, MD	Comcast Cable	107,900	(6/84)
14	San Juan, PR	Harris Cable Corp	105,719	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	105,268	(6/84)
16	Erie County, NY	Prime Cable Corp	104,810	(6/84)
17	Atlanta metro area, GA	Prime Cable	102,616	(6/84)
18	San Jose, CA	Gill Industries	102,233	(5/84)
19	Austin, TX	ATC	98,900	(12/83)
20	Honolulu, HI	ATC	97,100	(12/83)
21	Jacksonville, FL	Continental	97,000	(6/84)
22	Toledo, OH	Buckeye Cablevision	96,087	(6/84)
23	Seattle, WA	Group W Cable	96,000	(6/84)
24	Englewood, CO	United Cable	95,255	(5/84)
25	Central Islip, NY	Viacom Cablevision	95,000	(6/84)
26	Memphis, TN	ATC	94,300	(12/83)
27	Jefferson Parish/Kenner, LA	Cox Cable	92,519	(6/84)
28	Manhattan, NY	Group W Cable	91,700	(6/84)
29	San Francisco, CA	Viacom Cablevision	86,700	(6/84)
30	Lexington, KY	Telecable Corp	85,360	(6/84)
31	Fresno, CA	McClatchy Newspapers	82,733	(6/84)
32	Dallas, TX	Warner Amex	82,475	(6/84)
33	Grand Rapids, MI	General Electric	80,900	(6/84)
34	Wilmington, DE	Rollins Cable	80,584	(6/84)
35	Wichita, KS	Multimedia Cablevision	80,205	(6/84)
36	San Diego, CA	ATC	78,900	(12/83)
37	Seattle, WA	Viacom Cablevision	78,000	(6/84)
38	Phoenix, AZ	Times Mirror	75,761	(6/84)
39	Flint, MI	Comcast Cable	74,500	(6/84)
40	Pittsburgh, PA	Warner Amex	74,465	(6/84)
41	Overland Park, KS	Telecable Corp	74,211	(6/84)
42	New Orleans, LA	Cox Cable	72,934	(6/84)
43	South Bend, IN	Heritage	67,223	(6/84)
44	Broward County, FL	Storer	67,034	(6/84)
45	Tacoma, WA	Cable TV of Puget Sound	66,113	(5/84)
46	Richmond/Henrico Cty., VA	Continental Cablevision	66,000	(6/84)
47	Louisville, KY	Times Mirror	65,952	(6/84)
48	Omaha, NE	Cox Cable	65,773	(6/84)
49	Oklahoma City, OK	Cox Cable	65,031	(6/84)
50	Baton Rouge, LA	Daniels & Assoc.	64,989	(6/84)
51	South Texas, TX	Heritage Communications	64,629	(6/84)
52	Charlotte, NC	ATC	64,600	(12/83)
53	Santa Monica, CA	Group W Cable	64,300	(6/84)
54	Cleveland Heights, OH	Viacom Cablevision	64,000	(6/84)
55	Jefferson County, KY	Storer	63,845	(6/84)
56	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
57	Columbus, OH	Warner Amex	62,119	(4/84)
58	Columbus, OH	Coaxial Communications	61,720	(6/84)
59	Buffalo, NY	TCI	61,000	(3/84)
60	Akron, OH	Warner Amex	60,772	(4/84)
61	St. Petersburg, FL	Group W Cable	60,500	(6/84)
62	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
63	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
64	Allentown, PA	Service Electric Cable	60,000	(1/84)
65	Clearwater, FL	Newhouse Broadcasting	60,000	(5/84)
66	Kansas City, MO	ATC	59,100	(12/83)
67	El Paso, TX	Group W Cable	58,700	(6/84)
68	Syracuse Suburbs, NY	New Channels Corp.	58,463	5/84
69	Las Vegas, NV	Times Mirror	58,448	(6/84)
70	Monterey, CA	Western Communications	58,214	(6/84)
71	Santa Barbara, CA	Cox Cable	58,115	(6/84)
72	Snohomish County, WA	Viacom Cablevision	58,000	(6/84)
73	Harrisburg, PA	Sammons Communications	57,000	(5/84)
74	Sarasota, FL	Storer	56,913	(6/84)
75	Hartford, CT	Times Mirror	56,328	(6/84)
76	Nashville, TN	Viacom Cablevision	56,000	(6/84)
77	New Britain, CT	United Cable	55,825	(5/84)
78	Des Moines, IA	Heritage Communications	55,525	(6/84)
79	Madison, WI	Midcontinent Cable/TCI	55,375	(6/84)
80	Chicago Suburbs (Oak Park), IL	CableVision	55,000	(6/84)
81	Allentown, PA	Twin County Cable TV Inc.	55,000	(3/84)
82	Binghamton, NY	NewChannels	54,565	(5/84)
83	New Haven, CT	Storer	54,762	(6/84)
84	Chattanooga, TN	TeleScripps	54,099	(5/84)
85	Bridgeport, CT	Cablevision/Scripps Howard	54,000	(6/84)
86	Knoxville, TN	TeleScripps	53,985	(5/84)
87	Albany, GA	Storer	53,782	(6/84)
88	Worcester (Leicester), MA	Greater Media	53,139	(6/84)
89	Charleston, SC	Storer	53,002	(6/84)
90	Port Arthur, TX	TCI	52,470	(12/83)
91	Westchester County, NY	UA Cablesystems Corp.	52,400	(6/84)
92	Canton, OH	Warner Amex	52,367	(4/84)
93	Greater Boston, MA	CableVision	52,033	(5/84)
94	Escondido/San Diego Cty., CA	Times Mirror	51,651	(6/84)
95	Shreveport, LA	ATC	51,400	(12/83)
96	Los Angeles, CA	Falcon Communications	51,000	(5/84)
97	Jackson, MS	ATC	50,700	(12/83)
98	Reading, PA	ATC	50,000	(12/83)
99	San Rafael/Marin Cty., CA	Viacom Cablevision	50,000	(6/84)
100	Winston-Salem, NC	Summit Communications	49,415	(6/84)

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.